



An introduction to the commercial determinants of health

10am - 1pm | 10 Oct 2022

An introduction to SPECTRUM and the commercial determinants of health (CDoH)	10:00 – 10:20
<ul style="list-style-type: none"> • An introduction to SPECTRUM, <i>Professor Linda Bauld</i> • Commercial determinants of health – why this matters, from local to global, <i>Greg Fell</i> 	
How do the CDoH affect individuals and wider society?	10:20 – 11:05
<ul style="list-style-type: none"> • Influencing policy and misleading the public: nudge and other strategies of the harmful commodity industries, <i>Professor Mark Petticrew</i> • How can place-based approaches address the commercial determinants of health? <i>Professor Jamie Pearce</i> • Unhealthy commodity imagery in online and broadcast media, <i>Professor Rachael Murray</i> 	
Q&A and Discussion	11:05 – 11:20
With Greg Fell, Professor Mark Petticrew, Professor Jamie Pearce, Professor Rachael Murray, Professor Niamh Fitzgerald	
Break	11:20 – 11:30
Industry behaviour and responses	11:30 – 12:30
<ul style="list-style-type: none"> • Understanding the health impacts of corporate practices – an overview, <i>Professor Anna Gilmore</i> • Signalling virtue promoting harm, <i>Liz Arnanz</i> • Between conflict of interest and policy coherence in NCD governance, <i>Professor Jeff Collin</i> • Integrated approaches to tackling NCDs - a range of perspectives, <i>Will Anderson</i> 	
Q&A and Discussion	12:30 – 12:55
With Professor Anna Gilmore, Liz Arnanz, Professor Jeff Collin, Will Anderson and Hazel Cheeseman	
Wrap up and close	12:55 – 13:00
<i>Professor Linda Bauld</i>	

Please note that affiliations with unhealthy commodity industries will make an individual ineligible to attend this webinar. This includes companies (or their representatives) who manufacture, produce, process, distribute, import, sell and/or market products or services (including any company that derives significant revenues from producing, selling or marketing such products or services) that could be considered detrimental to physical or mental health and, as a result, profit from their sale.

